AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1-270 (Canceled)

271.   (Previously Presented) A method to activate expression of an endogenous gene in an isolated eukaryotic cell comprising introducing a vector construct into said isolated eukaryotic cell, said vector construct comprising in operable combination: 1) a promoter; 2) an exon sequence located 3' from and expressed by said promoter, said exon being derived from a naturally-occurring eukaryotic gene and not being a screenable marker gene; and 3) a splice donor sequence defining the 3' region of said exon, said splice donor sequence being derived from a naturally-occurring eukaryotic gene; wherein said vector construct is non-homologously incorporated into the genome of said isolated eukaryotic cell and said splice donor sequence of the transcript encoded by said exon is spliced to a splice acceptor sequence of said endogenous gene.

272.   (New) The method of claim 271 wherein the eucaryotic cell is an animal cell.

273.   (New) The method of claim 272 wherein the cell is a mammalian cell.

274.   (New) The method of claim 273 wherein the cell is a human cell.

275.   (New) The method of claim 272 wherein the cell is a rodent cell.

276.   (New) The method of claim 275 wherein the cell is a mouse cell.

277. (New) The method of claim 271 wherein the cell is isolated and cloned.